



## Information about **Gardengirls®** for the well-informed buyer

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Under the brand name **Gardengirls®** the premium assortment of winter-hardy bud-bloomers is sold in entire Europe. Bud-bloomers is a special group of the indigenous Heather (*Calluna vulgaris*). The colour buds won't open and therefore stay longer fresh than comparable plants in the autumn season.

### There are several advantages to make **Gardengirls®** the right choice:

- Gain from the popularity and positive image of the brand **Gardengirls®** and the comprehensive marketing programme. Radio spots, advertising in garden- and lifestyle magazines and promotional material for the POS are available.
- To guarantee the premium quality, **Gardengirls®** are only produced by selected and controlled family-owned production companies. Our high standards are checked regularly at grower's and market level.
- Intense breeding and selection secures the innovation value of the **Gardengirls®** assortment. Constantly, new improved varieties are introduced and older varieties past their prime time are taken off the market. You always will see a fresh programme. Introductions are baptized in public and receive special PR attention.
- Each pot is marked with the **Gardengirls®** logo to guarantee the well-known brand and recognition value supported by intensive marketing. The trade can see that the plants are produced legally and the four digit code will identify the specific grower.
- In contrast to the annual autumn-flowering pot bell-heather from South Africa (*Erica gracilis*) the **Gardengirls®** are winter-hardy and easy to care. Even when consumers forget to water the buds and leaves won't shed.
- Brilliance, brightness and the sheer number of colours are unique to the market. Consumers enjoy the buds in white, red, pink and purple instead of the uniform, boring just pink in Mother Nature. A novelty are the foliage colours of green, yellow, orange-red to silver and black-green of the varieties in the Sunset Line®.
- Create the best combination plantings with **Gardengirls®**. The best contract show the varieties as Twingirls® or Trio-Girls® in conjunction with the purple 'Hilda' and the colourful group of Sunset Line with the colourful foliage without buds. More varieties and colours in one container might lead to loss in brilliance.
- **Gardengirls®** are very versatile in usage. They are ideal for garden, balcony, terraces and even in interior plantscape.

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### Profit from the advantages of **Gardengirls®** Present **Gardengirls®** as a premium crop worthwhile its price!

Use the comprehensive **Gardengirls®** promotional material in form of posters, flyers, labels, flags, banner or ceiling banner to promote **Gardengirls®** as the most important plant in your autumn product range. Examples and the order form you can find in the Wholesale Catalogue or online under:

[www.gardengirls.de](http://www.gardengirls.de)

Should you have any further questions, please don't hesitate to contact us.

